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## Aussie growers kick off six-month trade tour

More than 200 Australian fruit, vegetable and nut producers and industry representatives are in Hong Kong this week to showcase their produce at Asia's largest horticulture trade show, marking the beginning of a six-month tour across Asia and into the Middle East.

The group – which comprises the industry's biggest trade delegation yet – will join Hort Innovation in officially opening the new 'Taste Australia' pavilion at Asia Fruit Logistica on today. Over the two-day event, the group will gain exposure to 11,000 top trade decision-makers from 74 countries.

Hort Innovation chief executive John Lloyd said the group are excited to be at Asia Fruit Logistica, especially when Australia's horticulture export position is so strong.

"This year we are taking the new Aussie horticulture position, Taste Australia, to key world markets for the first time. And, we are also showcasing more produce than ever with a record number of growers and industry representatives," he said.

"Our 'Taste Australia' pavilion at Asia Fruit Logistica is huge – it is 30 per cent larger than last year at close to 500sqms. And the upcoming six-month trade tour to events in Dubai, Beijing and Tokyo is going to be massive.

"On top of all of this, Hort Innovation's investment in research and development to support trade activities – from market access, to export readiness to supply chain efficiency work – is unprecedented with \$10.5M in projects currently underway this year and a host more in the pipeline."

Mr Lloyd said Australian horticultural product exports had tracked strongly over the past year with macadamias up 66 per cent, table grapes up 53 per cent, mandarins up 54 per cent and oranges up 40 per cent. And the trade tour will allow industries to build further on that success.

He said through 'Taste Australia', the nation's produce will be positioned as a high-end, high-quality offering that is supported by technology, science and innovation.

"We are taking a loud and clear message to importers throughout Asia and the Middle East: Australia has plenty of premium, high-quality produce, and we are open for business."

Asia Fruit Logistica is Asia's only dedicated fruit and vegetable trade show. On top of the opportunity to meet hundreds of importers in person at the pavilion, growers and industry representatives will gain valuable information first hand from some of Hong Kong's leading food service and retail businesses through a market insights tour.

To facilitate long-term relationships, growers will also be introduced to key decision makers from nine key Asian markets through invitation only business matching sessions. These activities are managed by Hort Innovation with support from Austrade.

Among those in attendance will be growers, exporters and service providers from all states and Territories in Australia – including regions such as the Sunraysia, the Adelaide Hills, the Goulburn Valley, South Western Australia and North QLD – as well as nine industry bodies and collaborative industry groups like Fruit Growers Tasmania.

Taste Australia was launched domestically in Sydney last month as part of Australian horticulture's biggest trade push in history. The new initiative comprises trade expo activities including the dedicated pavilion at Asia Fruit Logistica and following trade tour, plus in-market retail campaigns using the Taste Australia signage. For more information, go to the [Hort Innovation website](#).

Growers, exporters and horticulture industry representatives keen to get involved in Hort Innovation trade activities can email Julie Willis at [julie.willis@horticulture.com.au](mailto:julie.willis@horticulture.com.au) or phone 0404 392 311.

**Media contact:** Kelly Vorst-Parkes 0447 304 255 or [Kelly.vorst-parkes@horticulture.com.au](mailto:Kelly.vorst-parkes@horticulture.com.au)

